

**THE ANALYSIS OF HALAL PRODUCT PURCHASE INTENTION
USING THEORY OF PLANNED BEHAVIOR (TPB): AN
APPLICATION ON BAKERY PRODUCT CONSUMPTION.**



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APPROVAL PAGE

The Supervisor of international management class hereby testified for this research paper entitled :

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The article has been accepted and approve.

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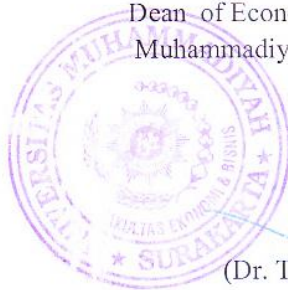
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HALAMAN PENGESAHAN

THE ANALYSIS OF HALAL PRODUCT PURCHASE INTENTION USING THEORY OF
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CONSUMPTION.

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Pada hari Jum'at, 28 Oktober 2016

dan dinyatakan telah memenuhi syarat

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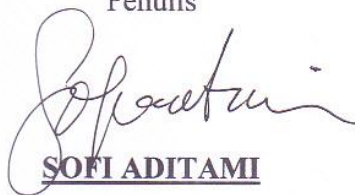
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THE ANALYSIS OF HALAL PRODUCT PURCHASE INTENTION USING THEORY OF PLANNED BEHAVIOR (TPB) : AN APPLICATION ON BAKERY PRODUCT CONSUMPTION.

ABSTRAK

Penelitian ini menerapkan Theory of Planned Behavior sebagai kerangka teoritis dengan tujuan memperluas penelitian sebelumnya dan menguji perilaku pembelian produk bakery yang *halal* di Solo dan Sukoharjo, Indonesia. Data dikumpulkan melalui kuesioner. Ukuran sampel penelitian ini adalah 100 responden, dengan menggunakan uji validitas melalui pearson-product moment. Metode non-probability convenience sampling digunakan untuk mengambil sampel. Penelitian ini menggunakan analisis regresi linier berganda untuk mengidentifikasi faktor-faktor yang mempengaruhi perilaku pembelian produk bakery *halal*. Hasil penelitian menunjukkan: 1) Ada pengaruh yang signifikan dan positif antara sikap dan niat untuk membeli produk bakery yang *halal*; 2) Ada pengaruh yang signifikan dan positif antara norma subjektif dan niat untuk membeli produk bakery yang *halal*; 3) Ada pengaruh yang signifikan dan positif antara kontrol perilaku yang dirasakan dan niat untuk membeli produk bakery yang *halal*. Penelitian ini juga menegaskan bahwa Theory of Planned Behavior dapat secara efektif memprediksi niat beli produk bakery yang *halal*.

Kata kunci: produk halal, niat pembelian, perilaku konsumen

ABSTRACT

This study is applying Theory of Planned Behavior as a theoretical framework with aim of extending prior research of examining *halal* bakery product purchasing behavior in Solo and Sukoharjo, Indonesia. Data are collected through questionnaire. The sample size of this research is 100 respondents, establishing validity through pearson-product moment. Non-probability convenience sampling is used for taking the sample. This study uses multiple regression analysis to identify the factors affecting *halal* bakery product purchasing behavior. The multiple regression analysis results indicate that all factors have positive and significant influence on *halal* bakery product purchasing intention. The results of the research showed: 1) There is a significant and positive impact between attitude and intention to purchase *halal* bakery products; 2) There is a significant and positive impact between subjective norm and intention to purchase *halal* bakery products; 3) There is a significant and positive impact between perceived behavioral control and intention to purchase *halal* bakery products. This study also confirms that Theory of Planned Behavior model is effectively predict *halal* bakery product purchase intention.

Keywords: *halal* products, purchase intention, consumer behavior

1. INTRODUCTION

Human health depends on decent and balanced nutrition. It improves individual work efficiency and cognitive developments as well as increasing average life span by reducing health risk and disease. In order to feed the continually increasing population in the world, two fundamental problems must be solved. The first one is food security which means accessing sufficient amount of food by consumers, and the other one is food safety representing the reliability of the accessed food in terms of human nutrition and health. (Kilic, O. & Gamze Aiydin Eryilmaz, 2015).

In the last decades, our vision changes in all food categories from bakery to meat, dairy to beverage products, and instant food to healthy food. As the consumer's major concern changes to the quality and the safety of food, nowadays educated consumers are not only interested in

what they're eating, but they are interested in what is in the food and how it is made. Thus, the nature and source of food ingredients are very important (Sairally, 2010).

Recent growing diversity on food industries, such as consumer preferences, beliefs and lifestyles gives new ventures and opportunities to the industries. For instance, consumer preference such as religiosity and culture sets behavioral norms that directly and indirectly affect food characteristic choices. The previous research shows that food purchases are largely affected by religious, lifestyle and cultural factors, in addition to prices and income (Heiman, Amir, David R. Just, Bruce McWilliams and David Zilberman, 2001).

Consumer preferences of food can affect lifestyle and consumption patterns. Beliefs and attitudes of individuals and groups towards the environmental or ethical merits of production practices such as use of pesticides, generally modified foods, and child labor also have growing impact on consumption choices. However, in the limitation of this study, this research is aim to pursue empirical analysis of the buying behavior of one of the standard of food processing in Islam, that is *halal* concept.

Food in Islam is contained with the concept of *halal* (permitted) and *haram* (prohibited). *Halal* criteria in the food production is exclude pork products, it must also exclude alcohol and its derivatives mixing in such as chemical additives and synthetics ingredients that are bad for human body. Besides that, the concept of *halal* food also applied in the source material, processing, packaging and shipping. In the other words, the qualification of *halal* food product starts from the source management to the consumer's dining table.

The large numbers of Muslims (1.57 billion) in the world creates a major opportunity in trading *halal* products in the global business market. *Halal* producers attempt to introduce their products as a symbol of quality and excellence. As a result, they can market their products not only to Muslims, but also all over the world. *Halal* food is the most important section of *halal* products, not only because it is a part of Islamic law, but also because of its emphasis on cleanliness and health. The development of *halal* food processing technology makes food processing complex because producers must understand the religious and scientific basis of *halal* food requirement.

Halal product consumption is also influenced by many factors such as health, hygiene, taste, environment friendly, respect for animals welfare and social issue (such as religious identity and degree of acculturation) (Vermeir & Verbeke, 2006, Burgmann, 2007). Aside from a religious obligation and observance, *halal* considered as the standard for Muslims as well as non-Muslim all over the world because it is known that *halal* issues recognized safety and quality assurance.

Specifically in Islam, the concept of *halal* is an absolute term in consumption. *Halal* is a *Quranic* word meaning lawful or permitted, which means a dietary standard prescribed in the *Quran*. All foods are *Halal* except those that are mentioned in *Quran* as *haram* or means prohibited. In english language *halal* generally means the food that is permissible according to Islamic law. Furthermore, in the arabic language, *halal* is anything that is permissible under Islam. Whilst, the word *halal* has arabic origins and it refers to food and ingredients that are "permitted" and "allowed" according to the Islamic faith; conversely, the term "*haram*" refers to the foods and ingredients that are not permitted (Sairally, 2010).

However, most people think that *halal* concept is just applied to the meat products. In fact, *halal* essentially applies to all foods including bakery products. The main issue of *halal* bakery products is the raw materials that are commonly used. Good productions of bakery products are possibly made with the addition of emulsifiers for improving the softness of the crumb, the tenderness and the freshness (Funke et al., 2009). Furthermore, the trend toward natural and environmental friendly food products resonates with *halal* consumers, and application of *halal* ingredients into bakery products and system of operation will capture the attention of people (Sairally, 2010).

In a bakery products context, the list of *haram* ingredients is very short and excludes pork or any of its derivatives as well as alcohol and its derivatives (Sairally, 2010). Muslims that now make up to one-quarter of the world's population face a broad selection of products and services especially in food industries. This opportunity of the global *halal* market for the *halal* bakery industry is too outstanding to be ignored.

Indonesia Investment, Urban Lifestyle: Consumption Wheat & Bread Products Rises in 2015 stated that Indonesia has become the world's second-largest wheat importer and ranks among East Asia's largest cereal importers. This surprisingly brought another fact that many Indonesian that lives in urban areas are increasingly consuming easy-to-eat products and they believed that healthy products lead to a more productive and higher quality life, such as choosing wheat product over fried dishes for breakfast.

The increasing awareness of this phenomenon includes the actual behavior in the market which turns into specific behavior that has to be measured. Customer behavioral intentions which were explained by Ajzen and Fishben (1980) by the single most important predictor of human behavior, and that humans are rational in making systematic use of any available information (Ding and Ng, 2009). To measure intention, this study used Theory of Planned Behavior (TPB) because it has been the basis framework for several studies on consumer food choices (Sparks and Sheperd, 1992; Conner and Sparks, 1996; Karjin et al. (2005). Furthermore, TPB has recently received a new awareness, especially in the area of consumer behavior and health (Mitchell, Cristine and Isberg, Sofia, 2010).

To predict whether a person intends to do something, attitude, subjective norm and perceived behavioral control are used in TPB. It was discovered in the previous research Thompson et al. (1994), using meta-analysis technique indicates that measures of attitude, subjective norm and perceived behavioral control, explains 40-50 percent of variance in intentions and that behavioral intentions explain between 19 and 38 percent of the variance in behavior.

In particular, purchase intention model's predictability can be improved by using Theory of Planned Behavior (TPB) (Jebarajakirthy and Lobo, 2014) for social-psychology-related studies. TPB optimizes the potential relationship between intention and its determinants by measuring each construct at equivalent levels of specificity. As a conceptual framework, TPB has been applied to green purchase intention (J. Paul et al., 2016), recycling behaviors (Davis et al., 2009; Davis Philips, Read and Iida, 2006; Oreg and Katz-Gerro, 2006) and model for organic food choice (Dean et al., 2012; Paul and Rana, 2012).

Purchasing behavior depends on the specific cultural, economic, social, political and legal context, which may significantly differ between one regional to another. This justifies an empirical investigation on Indonesian consumers which in this research context is customers in Solo and Sukoharjo areas, especially their perception, and concern about their current and potential purchasing behavior. The purpose of this study is to uncover the factors that encourage *halal* bakery product purchase behavior.

1.1 Theoretical framework

1.1.1 Theory of Planned Behavior

Theory of planned behavior (TPB) is one of such framework with a well-established theoretical and empirical basis (Ajzen, 1988b, 1991; Armitage and Conner, 2001; Godin and Kok, 1996). According to the TPB, a certain set of motivational factors, including attitudes toward a behavior, subjective norm (i.e., a person's perception of injunctive and descriptive norms in a given population), and perceived behavioral control leads to intention to perform a behavior (Ajzen, 1991). Given that in the right opportunity, people will translate this intention into actual behavior. (Collins, Susan, E., Witkiewicz, Katie and Larimer, Mary E., 2011)

TPB has been supported by empirical studies on consumption and social psychology-related studies (Ajzen, 1991; Taylor and Todd, 1997). TPB has also been the basis for several studies on consumer food choices (Sparks and Sheperd, 1992; Corner and Sparks, 1996; Karjin et al. , 2007)

Theory of planned behavior has a wide range of application in social psychology that is useful in investigating behavioral dimensions of a large number of studies and show high predictive power. The relative importance of attitude, subjective norm, and perceived behavioral control in the prediction of intention is expected to vary across behaviors and situations (Ajzen: 1991, 188). It is known from the explanation that the level of relationship between dependent variables (attitude, subjective norm and perceived behavioral control) and purchase intention changes to actual behavior.

Ryu et al., (2003) stated that the Theory of planned behavior model appeared to be superior than the other social-psychology theory of purchasing intention model in explaining physicians intention to share knowledge. According to the TPB (Ajzen 1985, 1991), human action is influenced by three major factors: a favorable or unfavorable evaluation behavior (attitude towards behavior), perceived social pressure to perform or not perform the behavior (subjective norm), and perceived capability to perform the behavior (perceived behavioral control) (Ajzen and Manstead, 2007).

As general rule of Theory of planned behavior, the more favorable the attitude and subjective norm with respect to a behavior, and the greater the perceived behavioral control, the stronger should be an individual's intention to perform the behavior under consideration (Ajzen, 2008, 538; Ajzen and Driver, 1992, 208; Ajzen and Madden, 1986).

2. RESEARCH MODEL AND HYPOTHESES

Attitude refers to the appraisal of the subjective behavior towards individual intention. “Attitude is the evaluation of performing a particular behavior involving the attitude object, such as buying the product” (Blackwell et al., 2006) points that the greater the perceived behavioral control, the stronger should be an intention to perform the behavior under some consideration or evaluation product. Thus, “attitude considered as an important part of predicting and describing human behavior” (Ajzen, 1988). For this context, it needs to be substantiated that:

There is a significant and positive impact between attitude and intention to purchase halal bakery products.

In the Theory of planned behavior model, the second determinant of behavioral intention is subjective norm. The term “subjective norm” itself refers to “the perceived social pressure to perform or not to perform the behavior” (Ajzen (1991), cited in Han et al., (2010)). These studies noted a positive relationship between subjective norm and purchase intention. When consumers perceive that their “significant others” endorse the halal bakery purchase behavior, they are likely to adopt these behavior. Therefore, we propose that:

There is a significant and positive impact between subjective norm and intention to purchase halal bakery products.

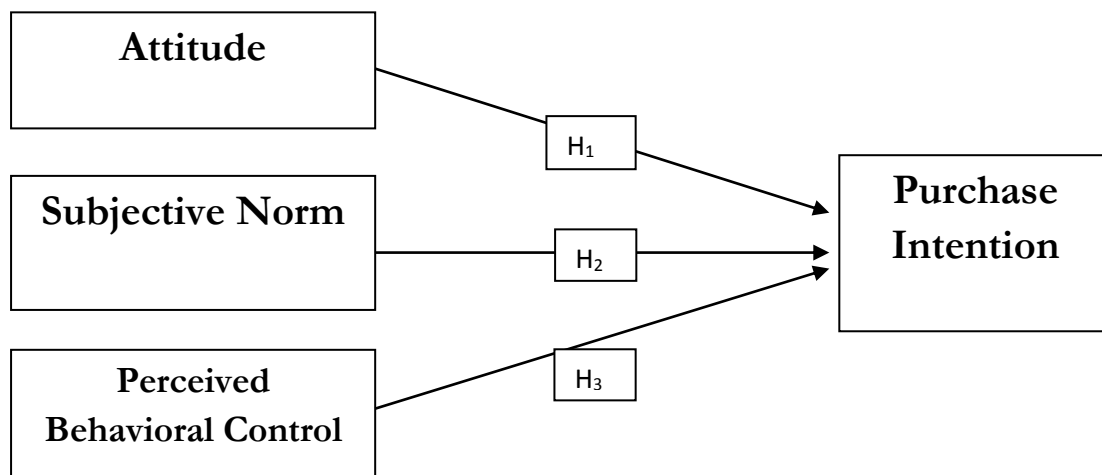


Figure I. Source: Ajzen (1991).

2.1 Research methodology

Sample and procedure

The research method used in this study is survey by handing out questionnaire. The data for this study were gathered by primary data collection through personally administered questionnaires. Questionnaire is a data collection technique is done by giving a set of questions or a written statement to the respondent to answer. The technique using in this study is non-probability convenience sampling method. The population of this study is customer of *halal* bakery product in Solo and Sukoharjo.

Based on the previous research, the ideal sample of this study based on the rate of the certainty is 0,95 with $\alpha = 0,5$ and the standard error is no more than 0,1 so that from the consideration, it can be formulized for deciding the sample (Ps and Pangestu, 2005). Therefore this study will aim for 100 respondents.

2.2 Measures

Methods of data collection in this research use by adopted from early validated instruments. This instrument prepared using a Likert scale. Likert scale is a measurement scale used to measure attitudes, opinions and one's perception of social phenomena. A 3-item, 5-point Likert type scale is applied to measure attitude towards purchase intention of halal bakery product based on Taylor and Todd (1995), Chan (2001) and Mostafa (2006, 2009). The construct of subjective norm is measured with scales on a 4-items, 5-point liker type scale which is adopted from (Dean et al., 2012; Chen and Peng, 2012; Arvola et al., 2008; Sparks et al., 1997). And the 7-item, 5-point likert type scale is used to measure Perceived Behavioral Control taken from (Dean et al., 2012; Chen and Peng, 2012; Armitage and Conner, 1999; Sparks et al., 1997) with modification to fits the content of Halal bakery purchasing.

All involved constructs were measured using five-point Likert scales (1 = strongly disagree, 5 = strongly agree). Apart from the measure of perception which was developed by the first author of this paper, the rest of the scales utilized to measure involved constructs were all adopted from existing research with necessary adaptation. In this research use scale Likert with interval 1-5.

- 1: Strongly Disagree (SD)
- 2: Disagree (D)
- 3: Neutral (N)
- 4: Agree (A)
- 5: Strongly Agree (SA)

2.3 Result and Finding

Descriptive analysis was intended to determine the characteristics and responses from respondents on each question or together in the questionnaire. Respondents in this study are those who are familiar with and consume bakery with *halal* label. Convenience sampling technique is used because the researchers gave the questionnaire to those who accessible which have an average age about 20 to 35 years old and a few of a group of 30 – 40, and 40 - 50 years old respondent.

Distributing the questionnaire conducted at Sebelas Maret University, Muhammadiyah University of Surakarta, Solo and Sukoharjo areas. The questionnaires that were distributed are 100 questionnaires. The number of questionnaires that can be reassembled by investigators was 100 questionnaires (response rate 100%).

Validity and reliability

Table 1. Validity

No	Statement	Factor score		
	<i>Attitude</i>	r value	r table	Conclusion
1.	I like the idea of purchasing halal bakery products.	.664	0.195	Valid
2.	Purchasing halal bakery product is a good idea.	.725		Valid
3.	I have a favorable attitude toward purchasing halal version of a bakery product.	.663		Valid
	<i>Subjective Norm</i>			Valid
8.	Most people who are important to me think I should purchase halal bakery product when going for purchasing	.647		Valid
9.	Most people who are important to me would want me to purchase halal bakery product when going for purchasing.	.740		Valid
10.	People whose opinions I value would prefer that I purchase halal bakery product	.792		Valid
11.	My friend's positive opinion influences me to purchase halal bakery products	.772		Valid
	<i>Perceived Behavioral Control</i>			Valid
1	I believe I have the ability to purchase halal bakery product.	.691		Valid
2.	If it were entirely up to me, I am confident that I will purchase halal bakery products.	.698		Valid
3.	I see myself as capable of purchasing halal bakery products in the future.	.590		Valid
4.	I have resources, time, and willingness to purchase halal bakery products.	.822		Valid
5.	Halal bakery products are generally available in the shops where i usually do my shopping.	.594		Valid
6.	There are likely to be plenty of opportunities for me to purchase halal bakery products.	.473		Valid
7.	I feel that purchasing halal bakery products is totally within my control.	.663		Valid
	<i>Purchase Intention</i>			Valid
1.	I will consider buying halal bakery products.	.638		Valid
2.	I will consider switching to Halal bakery products.	.359		Valid
3.	I plan to spend more on Halal bakery product.	.744		Valid
4.	If I go to Bakery shop I expect to purchase Halal bakery product.	.694		Valid
5.	I definitely want to purchase Halal bakery product in near future.	.786		Valid

Source: Data processed, 2016

Based on the Table 1, the correlation measured with Pearson-product moment method with significant level of 5% and N or the total survey respondent is 100. It can be declared as valid if

the r value is above r table which the r table for 100 respondents is 0.195, so that means that all question in each variables is valid or all the question can be used as the subjective norm in the measurement in this study.

Table 2. Reliability

No	Variable	Cronbach's Alpha Value	Conclusion
1	Attitude	0.923	Reliable
2	Subjective Norm	0.916	Reliable
3	Perceived Behavioral Control	0.851	Reliable
4	Purchase Intention	0.746	Reliable

Source: Data processed, 2016

Mechanical testing is a technique used Cronbach's alpha. Cronbach's alpha between 0.8 to 1 shows good reliability, between 0.6 to 0.79 shows the reliability is acceptable, and less than 0.6 indicates poor reliability (Sekaran, 2013). From the results of testing the reliability of the variables with SPSS 17.0 for Windows, obtained Cronbach's alpha values of each variable are shown in Table 2.

Reliability test results in this study is known that Attitude have Cronbach Alpha coefficient of 0.923 where values ≥ 0.6 which means that the reliability of these variables is accepted. This means that the Attitude variable consistency have capability of 92.3% when performed repeated measurements. To test the reliability of Subjective Norm variables have Cronbach Alpha coefficient of 0.916 where values ≥ 0.6 which means that the reliability of these variables is accepted. This means that the variable source credibility has the ability consistency of 91.6% when performed repeated measurements. To test reliability of Perceived Behavioral Control variables have Cronbach Alpha coefficient of 0.851 where values ≥ 0.6 which means that the reliability of these variables is accepted. This means that the Perceived Behavioral Control variable has the ability consistency of 85.1% when performed repeated measurements. To test the reliability of the variable Purchase Intention has Cronbach Alpha coefficient of 0.746 where values ≥ 0.6 which means that the reliability of these variables is accepted. This means that the variable purchase intention has the ability consistency of 74.6% when performed repeated measurements.

Normality of data and multicollinearity test

This study involves a relatively large sample (100 respondents) and therefore, from the normality test, the distribution of the data is normal.

Two major methods were utilized in order to determine the presence of multicollinearity among independent variables in this study. These methodologies involved calculation of both a tolerance test and variance inflation factor (VIF) (Kleinbaum et al, 1988). The results of these analyzes are presented in Table VIII. As can be seen from these data:

- None of the tolerance levels is ≤ 0.01 ; and
- All VIF values are well below 10.

Thus measures selected for assessing independent variables in this study do not reach levels indicate of multicollinearity. The acceptable Durbin-Watson range is between 1.5 and 2.5. In this

analysis , Durbin Watson value of 1.751, which is between the acceptable ranges, show that there were no auto correlation problems in the data used in this research. Thus, the measures selected for assessing independent variables in this study do not reach levels indicate of multicollinearity.

Table 3. Multicollinearity

No	Variable	Tolerance	VIF
1	Attitude	0.728	1.373
2	Subjective Norm	0.522	1.917
3	Perceived Behavioral Control	0.430	2.327

Source: Data processed, 2016.

From the data above it can be seen that the table 3 in sequence shows the tolerance level of Attitude is 0.728, Subjective Norm is 0.522 and Perceived Behavioral Control is 0.430. Based on the data, it passed the first category which none of the tolerance levels is ≤ 0.01 .

Second category from the Variance Inflation Factor (VIF) values, it can be stated that All VIF values are well below 10. In details, Attitude have the number of 1.373, Subjective Norm is 1.917, and Perceived Behavioral Control at its 2.327. In conclusion, all the independent variables do not reach levels indicate of multicollinearity. It means that there is no auto correlation problems in the data used in this research.

Regression

Multiple linear regression analysis used in this study with the aim to determine whether there is the influence of independent variables on the dependent variable. The statistical calculation in multiple linear regression analysis used in this research is using the computer program SPSS for Windows version 22.0.

Summary of the results of data processing using SPSS are as follow:

Table 4. Regression

Variable Independent	Variable Dependent : Purchase Intention				
	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error			
(Constant)	.212	.358		.591	.556
Attitude	.360	.076	.356	4.748	.000
Subjective Norm	.260	.075	.307	3.462	.001
Perceived Behavioral Control	.302	.103	.287	2.940	.004
R square			0.594		
Standard Error of Estimation			0.30956		
Standard Deviation of Dependent Variable			0.195		
F Test			49.271		
Significance F			0.000		

Source: Data processed, 2016.

From the Table 4, we can conclude that the regression formula can be writing as:

$$Y = 0.210 + 0.371 X1 + 0.354 X2 + 0.193 X3 + e$$

Based on this equations is known that the value of attitude (b1), subjective norm (b2) and perceived behavioral control (b3) has a positive regression coefficient. This means that attitude (X1), subjective norm (X2) and perceived behavioral control (X3) has a positive influence on purchase intention (Y).

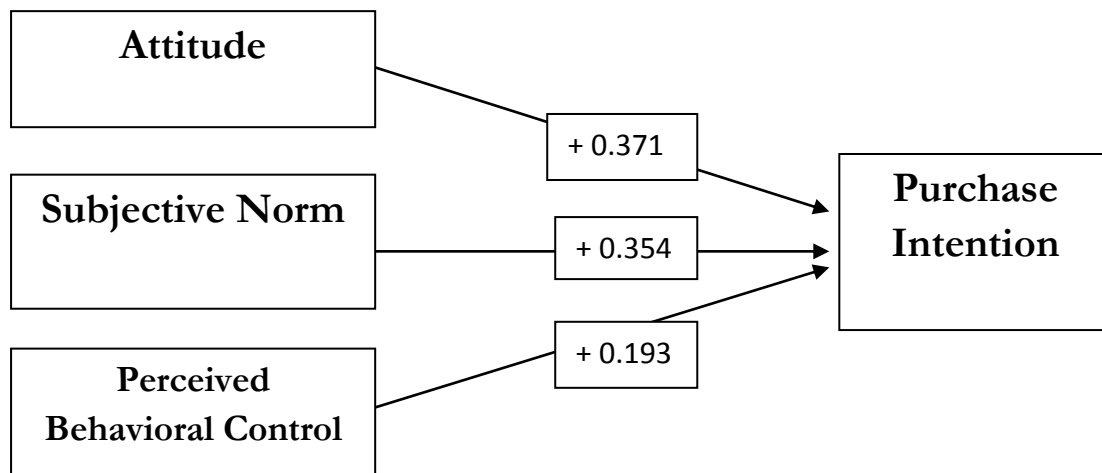


Figure II. Result of Regression

Hypothesis testing techniques are used to test the hypotheses and produce a good model. To test this hypothesis using regression analysis in accordance with the approach of Baron & Kenny (1986) by using SPSS 17.0 for Windows.

R Square is also called the coefficient of determination. From the Table IX, the R Square value is 0.594, it means that 59.4% purchase intention can be explained by the variable of Attitude, Subjective Norm, and Perceived Behavioral Control. While the rest (100% - 59.4% = 40.6%) can be explained by other causes. The range of the R Square value is between 0 and 1, the smaller the value of R Square, the weaker the relationship between the variables.

Standard Error of Estimate from the Table IX is 0.30956. From the data, it can be shown that Standard Error of Estimation is smaller than standard deviation of purchase intention (0.48580), the regression model is better acting as an purchase intention predictor than the average purchase intention itself.

The result of the ANOVA Test, or also called as F test, from the Table IX is obtained by 49.271 with significance level of 0.000. Because of the probability (0.000) is smaller than 0.05, then the regression model can be used to predict the purchase intention. Therefore, the variable Attitude, Subjective Norm, and Perceived Behavioral Control together affect the purchase intention.

In the t test part each variable have different result. It can be seen from the coefficients in Table IX models Attitude are 0.00 sig. Sig is smaller than the probability value of 0.05, or a value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. Attitude has the t count 4.748 with t table = 0.195. So t count > t table can be concluded that the variable X1 has a contribution to Y. The positive t value indicates that the variable X1 has direct relationship with the Y. So it can be concluded physical attractiveness has a significant influence on the Beta.

The result of the t test of Subjective Norm can be found from the coefficients in Table IX models are 0.01 sig. Sig is smaller than the probability value of 0.05, or a value of $0.000 > 0.05$, then H_0 is rejected and H_a is accepted. Source credibility has the t count 3.462 with table = 0.195. So t count > t table it can be concluded that the variable X2 have contribution to increase Y. The

negative t value indicates that the variable X2 have a direct relationship with Y. So it can be concluded that Subjective Norm has a significant influence on the Beta.

The result of the t test of Perceived Behavioral Control can be seen from the coefficients in Table IX models are 0.004 sig. Sig is smaller than the probability value of 0.05, or a value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. Perceived Behavioral Control has the t count 2.940 with table = 0.195. So t count > t table it can be concluded that the variable X3 has contributed to Y. The positive t value indicates that the variable X3 has a direct relationship with the Y. So it can be concluded Perceived Behavioral Control has a significant influence on the Beta.

3. DISCUSSION

The main objective of this study is to explore how the Theory of Planned Behavior could facilitate in predicting the intention to purchase halal bakery products in Solo and Sukoharjo area. This study results show that the TPB model could explain 59.4% percent of the variance in the intentions to purchase halal bakery products.

Based on the result of this study, Table IX revealed that attitude towards purchase intention on halal bakery product consumption had a strong influence. From the result of the test, we can conclude that this hypothesis is approved. From the SPSS calculation it shows that the value of sig Attitude is 0.000 or below 0.05 and standardized coefficient of Attitude toward Purchase Intention is 0.356 ($p > 0.05$). In the other word, it means that Attitude which has 2 dimensions has significant and positive impact toward Purchase Intention of Halal bakery product. This finding suggests that when attitude of people positively increase, it also increase their possibility to purchase halal bakery product.

According to the Theory of Planned Behavior (Ajzen, 1991), a positive attitude has a positive direct impact on intention as shown in the hypothesized model. The Previous research conducted in Malaysia applying TPB on halal food purchasing validated that attitude could facilitate in predicting purchase intention (Alam, Syed Shah, 2011)

Attitude has significant and positive impact towards purchase intention on halal bakery product consumption. This means attitude is an important factor in influencing consumer intention in purchasing halal bakery products because those with high positive attitudes appeared to have greater intentions to intent to purchase halal bakery products.

Subjective norm has significant and positive impact towards purchase intention on halal bakery product consumption. From the result of the test, it can be concluded that hypothesis 2 is approved. From the SPSS calculation, the value of sig subjective norm is 0.001 or below 0.05 and standardized coefficient of subjective norm toward Purchase Intention is 0.307 ($p > 0.05$). In the other word, it means that subjective norm has significant and positive impact toward purchase intention.

Furthermore, based on the findings before, it would imply that families, friends and others could have high influenced on intention towards halal food (Puschel et al., 2010). The study of Karijin et al. (2007) also confirms that subjective norm was positively and significantly related to intention. It means that friends/family members/peer group is able to provide any positive thrust concerning a reason for buying halal bakery products to consumers.

Furthermore, this study also confirms that perceived behavioral control has significant and positive impact towards purchase intention on halal bakery product consumption. The result from F-test shows that the sig value from this model is 0.004 or below 0.05 and standardized coefficient of Attitude toward Purchase Intention is 0.287 with significant 0.000 ($p > 0.05$). It

means that perceived behavioral control significantly is able to explain the variable purchase intention.

This result is consistent to the study of Ajzen (1991) that the theoretical framework that perceived behavioral control over the performance of a behavior couple with one's perception of ability can account for significant influence and variance in intention to perform the behavior. It also stated that addressing self-efficacy and control ability over performance of the behavior are said to measure this variable (Smith, Angerlita Yolanda, 2015).

All in one, Theory of Planned Behavior which consist of attitude, subjective norm and perceived behavioral that affected on purchase intention have the regression formula:

$$Y = 0.210 + 0.371 X_1 + 0.354 X_2 + 0.193 X_3 + e$$

It means theory of planned behavior (TPB) is a theoretical framework that able to explain factors in *halal* product purchase intention on bakery consumption. It simultaneously affected the variable (attitude, subjective norm and perceived behavioral control) towards purchase intention on halal bakery product consumption in Solo and Sukoharjo area.

3.1 Recommendation for *halal* bakery business and government

From the result, it shows that there is statement that many of respondent answers are contradictive, such as *halal* bakery product is available in their shopping area. This means that not many *halal* brand or *halal* products are available and accessible for bakery consumer in solo and Sukoharjo areas. This findings become an opportunity in extending the company selling area.

This study also contributes to and extends the understanding of the *halal* food purchasing behavior and identifying the rationales for purchasing *halal* bakery product. From managerial viewpoint, the findings provide support for investment decisions relating to the establishment of Indonesia as a Muslim majority nation that address and take the concerns and needs of business and Indonesian Government agencies into consideration. Government authority and halal food manufacturing companies plays big role in creating social expectations regarding halal bakery product purchasing and improving consumer's sense of their ability to buy halal food.

3.2 Suggestions for future research

First, if we take a look in value of coefficient determination (R^2) 59.4%. It means that attitude, subjective norm and perceived behavioral control together have affecting the purchase intention, in the other hand 40.6% described by others element which not explained in this study. There is an opportunity for next research to conduct other elements which may affect the purchase intention. Second, this research only focus on solo and Sukoharjo area, there is still areas that should be a better population to represent consumer behavior for *halal* product consumption. For future research, take more respondents with many characteristics so that it can be a better representation for the variables.

Third, Analysis of non-*halal* bakery product purchaser perceptions and attitudes should be explored. It might help researchers to break the limitation of non-*halal* bakery purchaser's participation in the food buying learning. Fourth, further exploration of the study of *halal* food purchase behavior in Western countries might also be useful applications in Indonesian companies those who intent to export their halal food products in that particular countries.

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